



THE CITY OF ATLANTA
DEPARTMENT OF PARKS, RECREATION & CULTURAL AFFAIRS



2004 ANNUAL REPORT:
A YEAR OF ACCOMPLISHMENTS



**SHIRLEY FRANKLIN
MAYOR**

CITY OF ATLANTA
675 PONCE DE LEON AVE, N.E., SUITE 800
ATLANTA, GEORGIA 30308
TEL (404) 817.6788

**Dianne Harnell Cohen
Commissioner
Department of Parks, Recreation &
Cultural Affairs**

December 2004



Dear City of Atlanta colleagues & constituents:

In 2004, the Department of Parks, Recreation & Cultural Affairs truly implemented its motto of being the "Heart & Soul of the City" employing hard work, commitment and true spirit in operating and maintaining the city's 348 parks and 3,403 acres of greenspace, 30 recreation centers, 85 ball fields, 108 playgrounds and 6 golf courses, while offering a variety of cultural programming and activities to our Atlanta residents and visitors.

I am proud to highlight some of the department's most notable accomplishments of 2004. I cannot stress how appreciative I am of the staff, partners and volunteers, all whom have gone the extra mile in illustrating their willingness to take on challenge after challenge to ensure that we provide our Atlanta residents and visitors with the highest quality parks, facilities, recreational programs and cultural experiences.

The department will continue applying Mayor Shirley Franklin's Four Living Values of Sound Fiscal Stewardship, Integrity, Striving for Excellence and Team Work to every aspect of our mission. In 2005, we look forward to discovering new ways to work smarter in serving all of our Atlanta stakeholders ensuring they have the best experience possible in this great city.

Sincerely,

Dianne Harnell Cohen, Commissioner

2004 STRATEGIC PRIORITIES

**Increase, improve & preserve City's
public greenspaces.**

**Provide accessible recreational
programming & activities.**

**Infuse arts & cultural
experiences into the community.**

Provide state of the art facilities.

Increase, improve & preserve City's public greenspaces.

Bureau of Parks Accomplishments

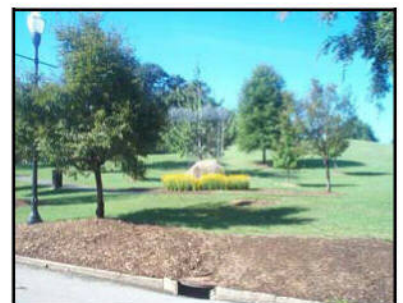
Parks Standards: The bureau developed and implemented new Park Standards for litter control and mowing. As a result, crews trimmed over 1.4 million linear feet of parks & greenspace and picked up over 111,000 bags of litter. As an additional quality control tool, downloadable Park Standard Forms were made available on the City of Atlanta's official site (www.atlantaga.gov) for residents and visitors alike to report on park conditions.

Training: Twenty-three (23) Bureau of Parks employees received training in Turf Grass & Landscape Management while 103 employees received pre & post equipment inspection training. Employees also received quality control inspection and injury prevention training.

Storm recovery: During the fall season, the city experienced three major storms. In response to the severe weather, the Bureau of Parks staffed emergency command centers, cleared fallen trees and other storm debris while supporting other City of Atlanta departments with clean-up efforts. By the end of 2004, the bureau completed 289 work orders to remove downed trees and 973 emergency forestry work orders to remove hazardous trees and limbs.

Reservations: The Bureau of Parks enjoyed its largest use of facilities, including 1400 reservations for park pavilions, park activities, ball fields and outdoor weddings.

Greenspace acquisitions: This year, 105.8 acres were acquired through the Georgia Community Greenspace Program (GCGP). The program was designed to set aside appropriations for the states' fastest growing cities and counties, with the goal of preserving 20% of the land in communities defined as areas likely to yield to development and expansion pressures. An additional 3.6 acres were acquired through other funding sources including a foundation grant.



Provide accessible recreational programming & activities.

Bureau of Recreation Accomplishments

Aquatics: The Memorial Day Weekend marked the opening of our outdoor pools with more than 125,000 Atlanta residents and visitors taking advantage of our amenities during the balmy months. Fortunately, swimming didn't end at the close of summer for Atlanta. Our natatoriums were fully staffed and ready, offering on-going and new programs such as quarterly Water Aerobic Marathons and Water Walking at Adamsville, Rosel J. Fann, Washington Park and Martin Luther King, Jr. natatoriums!

Camp Best Friends: The summer season was also met with a successful array of youth programming and activities. The Bureau of Recreation's Camp Best Friends program welcomed 3,319 youth, ages 6 – 16 years, as they participated in a variety of programs and activities geared towards providing a safe, structured and enriching experience.

Job Training: Our summer youth programming also provided job skills and training opportunities for 250 youth, hired by the department through a partnership with the Atlanta Workforce Development Agency (AWDA).

After School Programming: As the department transitioned into the fall season, the bureau kicked off a variety of programs and activities, most notably, afterschool programming. The Bureau of Recreation provided over thirty afterschool programs throughout the City of Atlanta to serve youth ages 6-17. We assure that every youth in the city has a safe place to go afterschool where fun and learning intertwine between the hours of 3 p.m. and 6 p.m.

Training, certification and accreditation: Over 200 Bureau of Recreation staff received training on Automatic External Defibrillators (AEDs), a life saving machine utilized in the event of sudden cardiac arrest. Also, members of the bureau's administrative managerial staff received HAZMAT Certification which involves utilizing precautionary measures in handling dangerous chemicals.



Infuse arts & cultural experiences into the community.

Bureau of Cultural Affairs Accomplishments

2004 Atlanta Jazz Festival: Produced by the Bureau of Cultural Affairs, the 27th Atlanta Jazz Festival proved to be a memorable event during its “31 Days of Jazz” series in May. Collaborative events and concerts around the city generated over 100 activities. The FREE Weekend Concert series in Piedmont Park over Memorial Day weekend included 21 main-stage concert performances, educational workshops, and a KIDZone. Over 300,000 jazz enthusiasts enjoyed the festivities.



Art in Education: The Bureau of Cultural Affairs, in collaboration with The Smithsonian National Museum of American History, acted as *Jazz Appreciation Month Ambassadors*, exposing 91,587 students from Fulton, Dekalb and Atlanta area public and private schools to jazz via the schools’ respective intercom systems. *ARTSCool* employed 42 Atlanta area high school students to create original works of art for public exhibition. The *PRE’SCool* program also provided intense art instruction to 28 middle school students.



Contracts for Arts Services: In 2004, Contracts for Arts Services awarded over \$500,000 to 59 Atlanta artists and arts organizations. In addition, \$100,000 was awarded to the Metropolitan Atlanta Art and Culture Coalition (MAACC) to support its efforts to raise awareness of the importance of instilling a vibrant arts and cultural environment in metropolitan Atlanta.



Public Art: The Public Art Advisory Committee (PAAC) was created to comply with the Percent-for-Art Ordinance. Also, *Summer Murals* completed its fifth successful season completing 26 murals to date, engaging 4 artists and 137 children. The program was also awarded the Atlanta Urban Design Commission *Award of Excellence* for the 2003 installation, “Ring of Water”. The installation was also featured in the national “*Year-in-Review*”, presented by the Americans For the Arts.



Chastain Arts Center: The Center served 1,839 students through 277 classes in 2004. The center invited artists from various states to present special workshops in painting-creativity and in silk painting. The center also celebrated its 35th anniversary with a retrospective exhibit.

Atlanta Cyclorama: This year, as part of the Bureau of Cultural Affairs’ outreach program, the Atlanta Cyclorama welcomed 2,253 Atlanta Public School fourth and fifth graders to experience accounts of the Civil War through displays, collections and reenactments. The bureau provided transportation and waived entrance fees for all students.

Provide state of the art facilities.

Park Design Office Accomplishments

The department completed 11 construction projects at various parks and recreation centers including roof replacements, various site improvements and playground improvements at a cost of over \$5,000,000. Listed below are the division's 2004 projects:

- o Grant Park Erosion and Flood Control Phase II Improvements
- o Pittman Park Recreation Center Access Improvements
- o Gilbert House Improvements
- o Sidney Marcus Playground and Site Improvements
- o D.L. Stanton Park Playground
- o Southside Park Roof Replacement
- o Southeast Recreation Center Roof Repair
- o Cabbage Town Park Playground
- o Bessie Branham Park Playground
- o Central Park Recreation Center Roof Replacement



The Boisfeuillet Jones Atlanta Civic Center Accomplishments

Several much needed improvements were made to the Boisfeuillet Jones Atlanta Civic Center including the replacement of fire doors and flat roofs, repairs to trap doors and air handlers, as well as installation of a new marquee. In addition, the facility installed and implemented Ticketmaster E-tickets, a quick and convenient electronic ticket system for patrons interested in purchasing tickets on-line. Also, a Task Force study was conducted to explore optimum usage of the facility and its surrounding property. As a result, the Task Force recommended complete exterior renovations and development of mixed use operations on the site to include retail shops, restaurants, a parking deck and other diverse offerings. In 2004, the facility hosted over 300 special events that proved to be the venue of choice for many patrons and clients. Featured in the March 2004 issue of Southern Living Magazine as the new home of the Atlanta Opera, the facility was praised for its key comfort amenities such as wonderful seating, large stage, excellent sound and availability of close and affordable parking.



City of Atlanta

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Mayor

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DEPARTMENT OF PARKS, RECREATION & CULTURAL AFFAIRS
675 PONCE DE LEON, AVE., N.E. SUITE 800
ATLANTA, GEORGIA 30308
TEL (404) 817.6788

DIANNE HARNELL COHEN, COMMISSIONER

JAY LOWERY, DIRECTOR, BUREAU OF PARKS

TRUMAN TOLEFREE, DIRECTOR, BUREAU OF RECREATION

CAMILLE RUSSELL LOVE, DIRECTOR, BUREAU OF CULTURAL AFFAIRS

SUSHMA K. DERSCH, PARK DESIGN MANAGER

ANN MARIE MORAITAKIS, DIRECTOR, BOISFEUILLET JONES ATLANTA CIVIC CENTER

DARLENE JACKSON, BUSINESS MANAGER, MANAGEMENT SERVICES OFFICE

For more information about the services and programs of the
City of Atlanta, watch City Channel 26 or visit us online at [www.
atlantaga.gov](http://www.atlantaga.gov).